



## 2020 CA State Parks Boating Safety & Environmental Awareness Multimedia Campaign Report Deliverables & Performance

### 2020 Boater Research Survey Highlights:

- 93% of powerboaters said the boating safety campaign ads influenced them to wear a life jacket, compared to 82% amongst paddlers.
- 92% of powerboaters said they wear a life jacket “always” or “most of the time” when boating, compared to only 77% of paddlers.
- 69% of powerboaters recalled seeing or hearing boating safety/life jacket messages, compared to only 43% with paddlers.
- 88% of powerboaters said the Clean Vessel campaign ads influenced them to not dump sewage in the water.
- 90% of powerboaters are aware of the California Boater Card.

### Boating Safety Media Impressions (5/14-9/13)

197,458,924 Outdoor billboards  
 41,846,223 English language radio  
 12,674,721 Digital (desktop, mobile, audio/  
 video streaming, search)  
 19,295,276 Social media (incl. social ads)  
 9,632,622 Television  
 3,598,500 Spanish language radio  
 1,355,000 Giants/A’s Network

### Boating Safety Digital Interactions & Growth:

9,435,382 Video completions  
 706,871 Social media engagements  
 69,511 Clicks  
 173,593 Facebook fans  
 10,500 Twitter followers  
 9,598 Instagram followers

### BoatCA App

25,773 Downloads from 2017 thru Oct 2020  
 51% Android / 49% iOS / 27% New users

### BoatCalifornia.com

83K New users / 92% Mobile  
 97% Growth since Nov 2019

### California Boater Card (7/6-10/31)

9,827,860 Social impressions  
 4,078,571 Digital (mobile/display)  
 4,009,345 Print impressions  
 12,632 Clicks

### CaliforniaBoaterCard.com

197K visitors since Nov 2019  
 51% desktop / 49% mobile

### Clean Vessel Campaign (8/10-10/31)

33% Added Value (25% required)  
 11,048,537 Digital (display, native) impressions  
 5,392,100 Print impressions  
 33,002 Clicks  
 73% Campaign awareness (24% increase since 2019)  
 88% Campaign influence (85% increase since 2019)

### Pumoput Nav App

13,768 Downloads from 2017 thru Aug 2020  
 Model for country – now in CA, OR, WA, and  
 Lake Champlain in NY/ VT/ Quebec  
 Now it includes sewage pumpouts, dump stations and  
 floating restrooms

### Clean & Green Quiz (7/27-9/6)

4,045,065 Social impressions  
 5,782 Completed quiz questions (goal 4,500)  
 140% Growth since 2019 / 65% Pass / 35% Fail

For further information on the campaign or research survey, contact [marketing@parks.ca.gov](mailto:marketing@parks.ca.gov)